► Bonanza Air Lines has made an abrupt departure from standard airline advertising practices by emphasizing safety, and promoting industry services generally rather than Bonanza specifically. First billboard to reflect the revised advertising concept reads: "Don't Drive–It's SAFER to FLY, and Often Cheaper–Use Your Scheduled Airlines." Three other local airlines have indicated they will adopt similar advertising, because no industry-wide action has been initiated by Assn. of Local Transport Airlines.